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ABSTRACT

This book provides business-oriented guidance for readers whose main preoccupation may not be marketing itself, but who need marketing skills in a higher education or further education context. Theory, practice, and case studies are focused on real issues connected to promoting courses and institutions. The chapters are: (1) Introduction; (2) The Marketing Audit; (3) Market and Consumer Research; (4) "Market Segmentation, 'Taking a Position', and Seeking Differentiation; (5) Programme Design; (6) Pricing Educational Programmes; (7) Promotions-Advertising, Direct Mail, and Exhibitions; (8) Public Relations; (9) Student Recruitment; (10) Fund-Raising; and (11) E-education. (Contains 18 tables, 19 figures, and 75 references.) (SLD)

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